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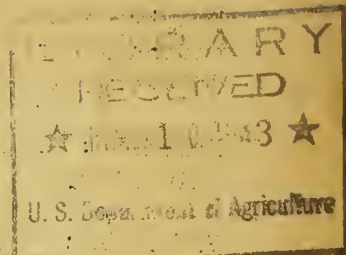
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FOOD IN THE NEWS

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Broadcast by Ruth Van Deman and Wallace Kadderly in the Department of Agriculture period of National Farm and Home Hour, Thursday, January 21, 1943, over stations associated with the Blue Network.



ANNOUNCER: And in Washington, here are---

VAN DEMAN: Ruth Van Deman.

KADDERLY: And Wallace Kadderly...reporting on "food in the news."

VAN DEMAN: Rounding up the latest governmental actions on food.

KADDERLY: Do you know about the plan to make the grocer's stock of canned goods last through the year?

VAN DEMAN: Have you paid more than the ceiling price for butter when you bought just a quarter of a pound?

KADDERLY: What percentage of our food are we shipping in lend-lease?

Ruth, I think we'd better stop asking questions and start answering those that we can answer.

VAN DEMAN: Right. And since you brought up the question of the grocer's stock of canned goods, suppose you give the information you have.

KADDERLY: All right. The situation seems to be that some folks take a look at the grocer's shelves and get kinda agitated. They tend to buy more canned goods than they need because they think the grocer is running out.

VAN DEMAN: Quite naturally.

KADDERLY: Simply because they don't realize the grocer's stocks of canned fruits, vegetables, and juices are replenished each month under a plan of distribution.

VAN DEMAN: A plan designed to make the available supplies extend through the year.

KADDERLY: Right. Wholesalers' deliveries of these products to grocery stores under existing Government orders, are based on monthly quotas. Retailers each month get about a twelfth of the year's civilian supply. Without this system consumer demand might drain off the supply too fast--especially before rationing of canned goods goes into effect. But with the system now in effect, grocers can expect to have adequate stocks on hand when rationing begins--and to keep supplies evened out. Knowing this, I don't think any of us is likely to buy extra amounts when we think the grocer is getting a little low on canned goods.

VAN DEMAN: It certainly pays to know the facts nowadays. Why, if you were gullible enough to believe all the rumors you hear and overhear, you'd be in a constant

turmoil. We all need to cultivate the habit of remembering straight facts.

KADDERLY: Ruth, you're leading up to something.

VAN DEMAN: Yes, I'm leading up to some straight facts that are good to remember. They're facts about lend-lease food shipments, and they come from the Food Distribution Administration. Do you know what part of our total milk production we delivered to our allies in 1942?

KADDERLY: Not off-hand, no. But I do know we sent a lot of cheese and dried skim milk.

VAN DEMAN: Yes, we sent millions of pounds. But these dairy products that helped to feed our allies amounted, in terms of milk, to less than 4 percent of our expanded total production. We delivered about a fourth of our cheese, but less than 1 percent of our butter production. As to eggs, we delivered for shipment about 10 percent of our total egg production. (These were sent as dried eggs.) Deliveries of pork amounted to 13 percent of total production, but deliveries of beef and veal came to less than one-half of one percent. I think you'll agree that doing without these products here has been a relatively small sacrifice for us to make to those who are fighting side by side with us.

KADDERLY: Absolutely...And speaking of meats -- as you were, Ruth -- many people are using cuts of meat or kinds of meat they're not accustomed to. Some of those who are nutrition-conscious but lacking somewhat in nutrition facts are wondering whether they're getting the proper food value from the new cuts. Maybe you should.. sort of..

VAN DEMAN: I know: repeat the facts about meat. Well, as many women know, the lower grade and less expensive cuts of meat are just as nourishing as the more expensive cuts. From the standpoint of nutrition, much more depends on the way you cook than on the particular piece you cook. All meats are protein foods. Beef gives you more iron than does pork, but pork gives you more Vitamin B1. Liver is rich in minerals and vitamins as well as protein. Just don't worry about the kind of meat. I only wish that everybody could get a fair share of the available meat right now. The new local and regional food committees of the Department are working on this problem. And meat rationing, which will be coming along, should further help to even out distribution of meat.

KADDERLY: Now the question about butter. Some women are asking whether the ceiling price on butter applies only to sales by the pound or whether it applies also to quarter pounds and half pounds. One woman tells us her grocer is selling only a quarter of a pound to a customer, and he's charging 25 cents per quarter-pound.

VAN DEMAN: A dollar a pound...woooooooo!

KADDERLY: Much more than his ceiling price, of course.

VAN DEMAN: Well, how about that? Isn't the price for a quarter pound supposed to be just a fourth of the ceiling price for a pound?

KADDERLY: It is. But not everybody knows that for sure, although it does make sense. The ceiling price on a quarter of a pound of butter is just a fourth of the ceiling price on a full pound. The only exception is a very small one. In case of

a fraction of a cent, the storekeeper will make it a full cent as is customary.

Some good news for those Victory Gardeners who have to use fertilizer. The War Production Board and the Department of Agriculture have jointly approved a Victory Garden grade of fertilizers for use where it's need to grow food -- it's for food production only. This fertilizer is being made available through regular fertilizer dealers.

VAN DEMAN: And as I mentioned very briefly yesterday, Secretary Wickard is asking every town, city, and suburban family who can, to grow a garden -- a garden at home if they have enough open sunny, fertile ground -- otherwise, to tend a plot in a community or allotment type of garden. We'll soon have a program every week on the Farm and Home Hour for town and city gardeners.

KADDERLY: And as to farm families...today the Department's Extension Service is announcing a drive in cooperation with the State Agricultural Colleges to get every farm family to produce and preserve as much as possible of their entire year's food supply. Food is very much in the news -- and will stay in the news. But for today, our report is done.

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